

Sarajevo and Los Angeles ...K mart will be there.

For Decker, running is a source of pride, which may explain why she is increasing her speed rapidly. During the summer of '73, she toured the world with the U.S. track team and made headlines by beating Soviet standout Nade Sabotin in a half-mile race held in Minsk. The following year, however, Decker suffered injuries. Her body was starting to falter under the strain of her obsessive running. Stress fractures hobbled her throughout '74, and at the '76 Olympics, she was virtually a cripple, unable to walk normally due to skin splints and various lower leg ailments.

Her problem was diagnosed as compartment syndrome, where the calf muscles are constricted by their sheaths. It took two operations to ease the pain, but in 1980, Decker was struck with Achilles' tendinitis in her left foot. After additional surgery, she was sidelined for almost a year and a half.

Today, when Decker practices, she is accompanied on workouts around her home in Eugene, Oregon by a cadre of male runners to keep her from overextending herself.



Recently, she won a 1,500 meter race in Stockholm, lowering her own American record to 3:57.12, but later setting an American record in the 800 meter (1:57.60) at Gateshead, England.

Between her and the gold medal, nothing stands in her way, not even the names of her main rivals, especially Soviet competition. With her, it's always been a matter of running against time, not names.

K mart sponsorship

For the Winter Games, our sponsorship will include an ad campaign, featuring a wide representation of several product lines in automotive, sporting goods, sportswear and footwear. These items will not only be televised, but will run in People magazine, Time, and Sports Illustrated, commencing in October of this year.

In addition, we will sponsor the U.S. Olympic team, whose official members will be decided upon for the Winter Games sometime in January. Also, we will be offering a Sweepstakes, open to customers, in which the grand prize is a trip for two to Sarajevo to watch the Games. Other prizes will include Kodak disc cameras, Olympic tires, games from Texas Instruments, and Olympic posters.

Why a sponsorship? Corporate involvement and sophisticated marketing strategies arose from the need to address the rapidly escalating costs a city carries when putting on the Olympics. And this year will mark the first real effort to finance the Olympics primarily through broadcast revenues and corporate sponsorships.

Not equally justifiable is the fact that the Olympics is a universal, cross-cultural symbol of sport. No matter what society an individual comes from, the human body transcends all cultures and the spectators can identify with a large part of the sports activities at the Olympics.

In its worldwide attraction, the Olympics has seen more and more countries enter the games. Forty-nine new countries, most of them terribly poor, but burning with patriotism, have entered the Games since 1960. In desperately establishing a national identity, these countries somehow have found the funds to train their athletes in the hopes of producing an Olympic champion.

Most sponsors see this event as a time to project a good corporate image—one seen by the entire world. The payoff comes with being associated with the world's greatest sports event. And organizers of the Olympics have increasingly reached out to corporations for help in defraying costs. In return, these corporations, including K mart, have obtained the right of affiliation.

According to James Moyer, Director of Advertising, he feels it's good for the corporation as a whole to be associated with such a quality event. The Board of Directors back in 1980 began studying the idea of K mart's participation in the Games and thought that the exposure would be good for K mart's image.

The 1984 Olympic organizers want to make corporate sponsorship worthwhile for the corporations and have proposed a better management system. Instead of having a half dozen official products and six of another, the new strategy is to limit official sponsorship to about three dozen major corporations, with only one sponsor in any product or service category. For example, K mart will be the exclusive sponsor in the retailing category for the Winter Games. That way, K mart can make an immeasurable effect on consumers through its exclusivity.



The Winter Games—Sarajevo, Yugoslavia

Back in 1978, the International Olympic Committee awarded the Winter Games to Sarajevo, an old Turkish town, centered in the middle of Yugoslavia. At that time, their sports facilities were either underdeveloped or virtually non-existent. Now, Sarajevo is a scene of people working energetically to prepare its city for the 1984 Winter Games.

For the main skating events, the athletes will use Zemlja Arena, which is adjacent to the 400-meter speed skating oval, unique in its construction because its refrigeration system operates year-round to service the largest cold storage area in Sarajevo, located under the course. On the opposite side of Zemlja is Kosevo Stadium, with a seating capacity of 50,000 and built in 1952 by 4,000 students with the aid of one bulldozer. After refurbishments, the stadium will host the Opening Ceremony.